## Campaign Ideas

### Target Your Advising Efforts Across the Year

A targeted advising campaign is an effort of focused, proactive outreach to a population of students in need of a specific intervention or action. Over the past year, academic advisors in the Student Success Collaborative have used the Navigate platform to conduct a wide range of campaigns—seeing impressive results with students. Below is a list of 61 campaign ideas from advisors across the country.

### STUDENT POPULATIONS

| Immediate Performance Concern | These students are currently falling courses, missing milestones, or struggling to remain academically eligible. They are at-risk in the most traditional sense and unlikely to persist without immediate support. |
| Program Choice Concern | These students are enrolled in a major that is a poor fit for them based on their academic performance, or remain undecided past the recommended credit threshold. A proactive advising conversation could help push these students back on the right path. |
| Future Performance Concern | Although these students appear to be performing adequately, Student Success Collaborative data suggests that they are likely to struggle or encounter roadblocks in future terms. Interacting with these students now will help prevent trouble down the road. |
| Progress Concern | Students in this population might be performing well academically, but are making slower than recommended progress to graduation, potentially adding cost or reducing their likelihood of completing at all. This population includes students who have stopped out, or whose credit accumulation has slowed. |

### STUDENT EXPERIENCE CONCERN

Students in this population are high performing, but may benefit from an encouraging message or engagement opportunity like a scholarship or internship to deepen their relationship with the institution and get more out of the college experience.

### ADVISOR ACTIONS

| Inform | Support or connect with resources | Persuade to change major or help choose major |
| Re-enroll | Remove barriers | Connect with opportunity |

### 61 Campaign Ideas

**Start of Term**

1. Entering freshman students who are high risk based on their pre-enrollment data
2. Students struggling in a specific course required for their major (identified through early alerts)
3. Seniors with GPAs below 1.5
4. Undeclared students on probation who have not attended a major exploration or career advising session
5. Sophomores and juniors on academic probation from the previous term
6. Engineering students in the “Murky Middle” for their concentration (e.g. GPA 2.5 to 3.0)
7. Pre-Nursing or Pre-Med students in the “Murky Middle” for admission into the program (e.g. GPA 3.2 to 3.5)
8. Freshman students who have missed the grade threshold for one or more Success Marker courses
9. Students within 0.2 points of the GPA requirement for their program
10. Students recently admitted to the School of Business who are close to academic probation
11. Undeclared students who are uninformed about policies and which courses to select
12. Students who are on track to declare an intended major but have registration holds
13. Pre-majors that are at-risk of not meeting selective admissions requirements
14. Pre-health students at risk of not making it into upper division
15. Students who will be repeating Success Marker courses for their major in the upcoming term
16. Students who have not registered for a course required by their major
17. High-performing biology students who have not applied for labs

**Registration**

18. Students who have not created or submitted a degree plan
19. Students interested in health careers, but not likely to meet pre-health requirements
20. Undeclared junior transfer students
21. Undeclared students who are nearing the credit threshold required by the university to declare a major
22. Students in need of a degree planning session to graduate on time
23. Students not on track to complete required courses in time to graduate
24. Sophomores or juniors in need of summer credits to graduate in four years
25. Students in their sixth year who have not yet applied for graduation
26. Seniors with excessive credits
27. Students close to graduating that may need additional assistance
28. Students with low credit completion ratios for the term (e.g. less than 70%)  
29. First-time probation students eligible for an academic recovery program
30. Student athletes on academic probation for the first time

**End of Term**

31. Moderate or high-risk students who were not advised during the term
32. Freshmen whose first-term GPA was lower than their adjusted high school GPA
33. Stop outs that could return and graduate early
34. Pre-nursing or pre-med stop outs who could pursue an alternative health-related program
35. "Keep it up" campaign to g students who improved their GPAs or earned a 4.0 for the term
36. High-performing students not enrolled for the next term

**Anytime**

37. Students who are high risk in a challenging or selective major
38. Students in the advisor’s cohort who are high risk in their major
39. Students pursuing a selective program who are below the GPA required for admittance
40. Students in a specific major who are in need of supplemental instruction but haven’t received it
41. Students eligible for an academic support program or one-on-one mentoring
42. Students at risk of losing a scholarship with specific requirements
43. Students at risk of losing their financial aid
44. Full-time working students unable to attend advising sessions
45. Seniors (120+ credits) in need of mentors
46. Students in need of a "persuasive" nudge to attend tutoring (e.g. direct outreach from the Director of Tutoring)
47. Declared sophomores in the “Murky Middle” (e.g. GPA 2.0 to 3.0)
48. Honors students whose cumulative GPA has dropped below 3.0
49. STEM students who have never been advised or contacted
50. Students with downward trending GPAs
51. Students in GPA bands (e.g. 2.2 to 2.5) with major graduation rates lower than the university average
52. Undeclared students above a certain credit threshold
53. Students pursuing graduate study who may not be eligible for graduate programs
54. High achieving students that may transfer to another institution
55. Potential recruits for the honors program
56. High-performing students for recruitment to a particular major
57. Students eligible for a scholarship or special program
58. Students eligible for a co-curricular minor (e.g. business students who have completed IT coursework)
59. Business students eligible for summer internships
60. Students who are strong candidates for graduate study
61. Students eligible for study abroad programs (e.g. study abroad office can reach out to grow programs)

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**Let’s Get Started!**

Fill in a few targeted campaigns to try this year. For a step-by-step guide, recommended campaigns to try first, and additional resources to conduct your campaigns, log in to Navigate.

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Log in to Navigate to start your campaigns today.